

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Franklin Motor Car Company Building

other name/site number James Ice Cream Company, Farr Better Ice Cream Company

2. Location

street name 754 East South Temple Street ☐ not for publication

city or town Salt Lake City ☐ vicinity

state Utah code UT county Salt Lake code 035 zip code 84102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

Utah Division of State History, Office of Historic Preservation
State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

- ☐ entered in the National Register.
☐ See continuation sheet.
- ☐ determined eligible for the
National Register
☐ See continuation sheet.
- ☐ determined not eligible for the
National Register.
- ☐ removed from the National
Register.
- ☐ other, (explain:) _____

Franklin Motor Car Company Building
Name of Property

Salt Lake City, Salt Lake County, Utah
City, County and State

5. Classification

Ownership of Property

(check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing

1

Noncontributing

buildings
sites
structures
objects
Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Function

(Enter categories from instructions)

COMMERCE/TRADE: auto showroom

COMMERCE/TRADE: specialty store

INDUSTRY/PROCESSING/EXTRACTION: manufacturing

facility

INDUSTRY/PROCESSING/EXTRACTION: industrial storage:

warehouse

COMMERCE/TRADE: restaurant

Current Function

(Enter categories from instructions)

COMMERCE/TRADE: restaurant

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN

MOVEMENTS: Commercial Style

MODERN MOVEMENT: Moderne, Streamlined Moderne

MODERN MOVEMENT: Art Moderne

Materials

(Enter categories from instructions)

foundation CONCRETE

walls BRICK, STUCCO

TERRA COTTA

roof OTHER (Built-up)

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

☒ See continuation sheet(s) for Section No. 7

8. Description

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____

Areas of Significance

(enter categories from instructions)

TRANSPORTATION

SOCIAL HISTORY

Period of Significance

1915-56

Significant Dates

1915

Significant Persons

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

M. Rumel, builder

☒ See continuation sheet(s) for Section No. 8

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other Name of repository: _____

☒ See continuation sheet(s) for Section No. 9

Franklin Motor Car Company Building
Name of Property

Salt Lake City, Salt Lake County, Utah
City, County and State

10. Geographical Data

Acreage of Property 0.31 acre(s)

UTM References

(Place additional boundaries of the property on a continuation sheet.)

A 1/2 / / / / / / / / / /
Zone Easting Northing

B / / / / / / / / / / /
Zone Easting Northing

C / / / / / / / / / / /
Zone Easting Northing

D / / / / / / / / / / /
Zone Easting Northing

Verbal Boundary Description

(Describe the boundaries of the property.)

Commencing at the NE corner of Lot 7, Block 59, Plat B, Salt Lake City Survey: W 5 rods; S 165 feet; E 5 rods; N 165 feet to beginning. Also beginning at the NW Corner of Lot 8, Block 59, Plat B, Salt Lake City Survey; E 2.5 rods; S 165 feet; W 2.5 rods; N 165 feet to beginning.

Property Tax No. 16 05 103 017

Boundary Justification

(Explain why the boundaries were selected.)

The boundaries are those that have been historically and are currently associated with the building.

☐ See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Beatrice Lufkin
organization _____ date January 12, 2006
street & number 1460 Harrison Avenue telephone 801-583-8249
city or town Salt Lake City state UT zip code 84105

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs: Representative **black and white photographs** of the property.

Additional items: (Check with the SHPO or FPO for any additional items)

Property Owner

name/title Twin Peaks International LLC
street & number 338 North "L" Street telephone 801-359-6731
city or town Salt Lake City state UT zip code 84103

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

Section No. 7 Page 1

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Narrative Description

The Franklin Motor Car Company Building, built in 1915, is a brick masonry building with a narrow rectangular footprint, forty-one feet wide and one hundred thirty-two feet deep. The two-story section at the front extends back thirty-seven feet and the adjoining rear section is a single story. Both sections have built-up flat roofs with metal coping. The blacktopped parking lot on the east side has a driveway leading onto South Temple. The parcel slopes gradually to the south. The building is situated at 754 East South Temple Street to the east of the historic downtown commercial section of Salt Lake City. It is located within the South Temple Historic District which is known for its high-style large single-family residences.¹ The immediate surrounding buildings are a mix of historic residential dwellings with newer commercial/office buildings. The building is undergoing exterior rehabilitation and interior conversion of space into a restaurant as a federal historic preservation tax project.

The style of the single story building is Late 19th early 20th century American movements: Commercial Style. It is simple brick masonry with regularly spaced brick pilasters as its defining feature. The pilasters have corbelled tops and there are three corbelled courses of brick at the cornice of the flat roof. The pilasters separate the wall spaces into regular bays on the east, south and west elevations of the single-story section. The flat roof is supported by a system of wooden trusses that have been reinforced with metal. The wall sections on the east and west are pierced with large window spaces² and protruding sills. The fired red brick is laid in a stretcher bond with flush mortar joints. The brick is painted or covered with stucco or concrete on all but the south elevation.

The two-story front section of the building was renovated/updated in 1950 in the Modern style with Streamlined Moderne elements.³ The Streamlined Moderne touches are seen in the smooth wall surfaces, the unpainted metal used on the façade, decorative banding, the canopy or marquee with the three characteristic "speed lines" typical of the style on the fascia, metal sash windows, the use of glass block, and the metal coping at the roof line. A horizontal emphasis is given by the marquee and emphasized in the other metal elements. The aluminum marquee wraps around the façade to the east side, has aluminum soffits, polished stainless steel fascia and a roof membrane of soldered steel panels. Other metal components include the decorative banding of a grooved aluminum panel extending across the façade between the windows and the marquee and another narrower one above the windows. Three large fixed-pane metal-sash display windows are set slanting outwards. The rest of the wall surfaces on the façade were covered with large blue and white terra cotta tiles.⁴ Small-paned steel windows were installed in the window openings on the second floor façade, in a single opening on the east side of the second floor, and were uncovered in the renovation in two bays on the east elevation.

¹ The South Temple Historic District was established in 1978 and at that time the Franklin Motor Car Company Building was determined to be noncontributing, most likely because of its 1950 Modern storefront. The context established for the district is primarily residential and runs from 1847 to 1940.

² Undated tax photos (c. 1930s) show a pair of double hung windows in the opening in each bay.

³ The façade was initially updated in a 1928 remodel in the change from an automobile showroom to an ice cream parlor.

⁴ The tiles have subsequently been painted, date unknown.

National Register of Historic Places Continuation Sheet

Section No. 7 Page 2

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

At an unknown date all of the windows were closed off on the first floor on the west side.⁵ On the west elevation of the two-story section, the second floor retains its two original wooden sash tall narrow triple windows with a fixed central section flanked by casements. The east elevation has two entrance doors; wooden double doors under a shingled shed-roofed entry porch that dates from a 1967 renovation and a c. 1980s wooden single door. A single fixed-pane window is found under the marquee on the east side. The narrow south elevation has a small raised concrete loading platform and a metal entrance door.

The building, similar to other commercial buildings, has been frequently modified to adapt it for new business uses. A single-story brick-and-frame residence was razed for construction of this building c. 1915.⁶ Buildings permits show the initial construction date of 1915 with major alterations/additions⁷ in 1918, 1928, 1935, 1950, 1960, 1967, 1976, and 1989. Two additional sections that were added to the rear and on the east side have been removed. The rear section extended fifty-two feet back from the existing section and was used as a concrete-floored repair shop and in the later period, warehouse space. It was removed in the mid-1960s.⁸ The east section to the rear that made the building into an "L" shape was used as a garage. It was removed c. 1951.⁹

Documented changes to the building include the entrance door to the north on the east side which was cut in 1928 as the use of the front of the building changed from an automobile dealer to an ice cream factory/shop. The construction date for the second story frame sleeping/sun porch at the rear is not known but the porch was extant in 1926.¹⁰ The 1950 modifications include the cladding of the two story section, structural work including bracing several of the wooden support beams with steel supports, and, on the façade, installation of a steel and glass entrance door in place of a single fixed pane window and replacing the entrance door to the upstairs with a large single fixed-pane window. The glass block window on the east elevation was most likely installed at this time.

The interior of the first floor has been frequently remodeled to adapt to the various business ventures' use of space. The second floor is a one bedroom apartment but has been sealed off¹¹ in the 2005 renovation to conform to fire safety codes. On the first floor interior, moving from north to south: the two story section is an open space with no interior walls; the next section has a number of small rooms and extends back to the double entrance door on the east; and the rear section is an open warehouse area with stairs leading to the basement near the rear entrance door on the south wall. There is also a basement under the front section with access stairs by the north door on the east wall.

⁵ Presumably for fire safety as it is only one foot from the residential building to the east. Current safety codes require a one hour fire separation on the west wall.

⁶ Sanborn Fire Insurance maps for 1898 and 1911 also show a small adobe residence to the west side rear of the lot.

⁷ That is, building permits documented for other than plumbing or electrical work. Some of the permits note specific work to be done and others do not specify.

⁸ Tax assessor records show it in 1963. It was removed by 1967.

⁹ It is shown on Sanborn Fire Insurance maps in 1926 and 1950. Tax assessor records show it gone in 1951.

¹⁰ Sanborn Insurance Company map for Salt Lake City, Block 359, Sheet 86, 1926.

¹¹ The stairwell along the east wall was removed and the opening sealed. An earlier entrance stair led to the second floor space from a door on the façade. This stairwell was removed in the 1950 renovation.

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Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

The current federal historic preservation tax project interior renovation included demolition of the existing interior walls¹² and addition of interior walls in the center of the building to create a commercial kitchen area with adjacent rest rooms and food storage area. The front section will be dining space and the rear will remain vacant at this time. On the exterior, all wall areas were repaired and painted. The north elevation (façade) and south elevation remain as they were. On the west, the bays were restuccoed. Two first floor window openings were restored and fixed pane wire glass was installed. On the second floor the original wooden windows were repaired and repainted. On the east elevation two previous window openings were restored and the metal sash windows discovered under the plywood covering the window opening were repaired, re-glazed and re-installed. The 1980s entrance door was replaced with a steel frame glass door.

The Franklin Motor Car Company Building is one of two historic automobile salesrooms/garages in the South Temple Historic District.¹³ The 1950 remodel of the front section created a Streamlined Moderne shop front for the ice cream operation which retains its historic integrity. Overall the building contributes to the historic resources of Salt Lake City.

¹² Most presumably date from the 1967, 1976 or 1989 remodeling.

¹³ The other is the Baker Electric Car Company building located at 430 East South Temple. This was listed 7/14/1982 as a contributing building in the South Temple Historic District.

National Register of Historic Places Continuation Sheet

Section No. 8 Page 1

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Narrative Statement of Significance

The Franklin Motor Car Company Building, built in 1915, is significant under Criterion C for its association with the historical and architectural development of Salt Lake City in the South Temple Street area. It is a rectangular, brick masonry commercial building with a two-story section on the front and a single story at the rear. It was built as a garage, salesroom, and residence for the proprietors of the Franklin Motor Car Company. The Franklin Motor Car Company Building is an illustration of an early twentieth century automobile dealer in Salt Lake City in the years just before the Lincoln Highway connected Salt Lake City with both coasts by automobile. The building is an example of a combined residential/commercial structure that has historically provided living space on the second floor over the retail shop area. The two-story front section was renovated in the Streamlined Moderne style in 1950 and retains its integrity from that era. It is one of two historic era automobile dealers in the South Temple Historic District¹⁴ and the only building in the district in the Streamlined Moderne style. The Franklin building retains its historic integrity and is a contributing resource in Salt Lake City. The building is undergoing exterior rehabilitation and interior conversion of space for a restaurant as a federal rehabilitation tax credit project.

South Temple Historic District

South Temple Street became by the 1860s a major east-west route between Salt Lake City and the U.S. Army installation at Ft. Douglas to the east. By the early 1900s, the construction era of its best-known residences and buildings, it was paved in brick and later asphalt. South Temple Street remains a major thoroughfare in contemporary Salt Lake City as well as a showplace for stately historic buildings, primarily residences.

The mansions that line the street were built by the men and women who were powerful figures in the early history of Utah; politicians, mining magnates, merchants and business people. Interspersed with these high-style dwellings are apartment blocks, commercial buildings, churches, and social clubs designed by prominent Utah architects in the first decades of the twentieth century. The best examples in Utah of a variety of styles are found: Walter E. Ware's Gothic Revival First Presbyterian Church; Carl Neuhausen's Victorian Romanesque Cathedral of the Madeline; Richard A. Kletting's Classical Revival Enos S. Wall mansion; Frederick A. Hale's Second Renaissance Revival Alta Club; Ware and Treganza's Prairie School Ladies Literary Club and the Scott & Welch's Egyptian Revival Masonic Temple.

The historic commercial buildings on South Temple Street are more modest. Another early automobile dealer the Baker Electric Car Company, owned by Alfred O. Whitmore, was built at 430 E. South Temple in 1910. The buildings of the Baker Electric Car Company and the Franklin Motor Car Company are comparable in terms of function, shape and materials. Both served as car dealers in the early decades of the twentieth century in rectangular-plan brick-constructed buildings with two-story front sections and single story rear extensions. Both are utilitarian vernacular buildings that were built outside of the major automotive sales area in Salt Lake

¹⁴ Because the 1950 alterations were not yet 50 years old at the time of the historic district's listing in 1978, the building was not considered a contributing resource; also, the contexts in the district nomination do not go beyond 1940.

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Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

City at the time. The Baker Electric Car Company building retains its historic integrity from the initial period of construction and was considered a contributing building when the South Temple Historic District was listed in 1978.

History of the Franklin Motor Car Company

Two men were primarily responsible for the development of the Franklin Motor Car Company; an engineer and a businessman. H.H. Franklin formed the H.H. Franklin Manufacturing Company in Syracuse, New York, in 1893 where he used an innovative manufacturing process to create die-castings and even coined the term, "die cast" that is still used to describe the process. John Wilkinson was an engineer working in the bicycle manufacturing center of Syracuse, New York, in 1898 when he developed his prototype air-cooled four-cylinder engine. They began their extraordinary collaboration in 1900 and the first production light-weight air-cooled Franklin automobile was sold in 1902.

The firm was known for its technical excellence and was rare in having an engineer (and bicycle racer) at the helm. They were one of the few automobile manufacturers to use a testing lab and also utilized Frederick Taylor's efficiency principles in the manufacturing process. The Franklin Motor Car was an innovative car for its time with its multi-cylindered air-cooled engine, light-weight aluminum and wood frame, simple construction, and fuel economy. The technical leadership of Wilkinson drove the Franklin to be the first or a leader in many areas of automotive design and engineering. The Franklin pioneered six-cylinder cars (1905); automatic spark advance (1907), pressure-feed oil systems (1906), intakes heated by exhaust (1913) and the creation of closed bodies on a production basis. Franklin Motor Car customers were loyal to the brand— in some years fifty percent of sales were to current owners.¹⁵ The typical owner was a professional or a business person who liked the comfortable ride.

The product was well engineered and the sales effort was supported by centrally created advertising and good publicity from the racing and endurance events won by Franklin automobiles. The company grew quickly and had sales of 1,100 units by 1905. Ford was overwhelmingly the low-cost industry leader by 1919-20 and Cadillac the high-cost leader. In terms of sales dollars, Ford was number one while Franklin, Cadillac and Packard competed for second place. In 1919 Franklin was producing 9,300 automobiles with 4,580 employees. Sales campaigns were run centrally and local newspaper advertising was a major part of the process. The dealer network in 1922 consisted of 486 American dealers and 21 in Canada. The typical dealer had exclusive rights to sell within a certain area and was required by contract to spend a designated amount on local advertising. Franklin had a number of small dealers who were inadequately capitalized, located outside of the local "automobile row," and suffered in the occasional economic downturns. Sales in the automotive industry were cyclical and the 1924 drop in sales coincided with John Wilkinson leaving the company. From 1925 onwards the company began to concentrate on the luxury end of the marketplace, in retrospect a bad decision. The onset of the Great Depression led to the demise of the company in 1934.

¹⁵ Powell, Sinclair. *The Franklin Automobile Company*, p. 4xx.

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Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

The Franklin Motor Car Company Building

Amy Rumel and Charles Newton were the first Franklin Motor Car Company dealers in Salt Lake City. Amy D. Rumel Newton purchased the land, demolished an existing residence, and had the current building constructed by M. Rumel in 1915. Amy and her husband, Charles W. Newton, lived in the building with their three children¹⁶ while they were the Salt Lake distributors for Franklin Motor Cars. She was a native of Salt Lake City, born in 1887. The dealership under the Newtons was presumably undercapitalized from the beginning for the plumbers took out a mechanic's lien on the property during construction. The Franklin Motor Car Company became involved in the financing of the business, both holding a mortgage and briefly having title to the property as did as the local furniture magnates, W. G. (George) Crawford and his wife, Calista, operating as individuals as well as the Crawford Investment Company.

In 1925 the Newtons sold to the Crawfords and left the business. In 1926 the building housed the dealership at the front with an auto repair area to the rear and a garage for twelve cars in the building addition to the east that is no longer standing. The Franklin Motor Car Company dealership franchise was moved to another dealer location¹⁷ in 1927.

The James Ice Cream Company leased the property in 1928,¹⁸ remodeled the building, and ran an ice cream factory and retail business here until 1935. The front section was used as a retail shop with the ice cream factory to the rear. The James installed a three-and-one-half-ton ice machine and built a freezer with six-inch cork insulation. Austin E. James, the proprietor, and his wife, Gertrude, lived on the second floor. Other members of the James family were involved with the building. Ethel M. and Edward A. James were listed as company officers in 1931; Ethel James as President and Edward James as secretary. Harold and Mae James were living in the building in 1935.

The rear section of the building, including the L-shaped addition, was used¹⁹ as a number of different automobile repair shops and garages from the 1920s to 1950. In 1929 the rear section²⁰ was occupied by Boulevard Knight Motors, in 1930, the South Temple Garage, and in 1935, Harry L. Bracken, Inc. Trucking. The entire building was remodeled once again in 1935 to accommodate the J.A. Farr and Sons business, the Farr Ice Cream Company. The Farr Ice Cream Company had been in Ogden since 1929 and were interested in a retail outlet in Salt Lake City. Managers of the business, often family members, lived in the apartment on the second floor. Farr Better Ice Cream was manufactured and sold from this location from 1926 to 1963. The Farris remodeled the façade in 1950 in the Streamlined Moderne style. Asael Farr and Sons held title to the property from 1938 to 2004 and leased the property to various businesses after they ceased business operations there.

¹⁶ U.S. Census, 1920, Salt Lake City.

¹⁷ Franklin Auto Sales at 822 South Main Street.

¹⁸ From title records at the Salt Lake County Recorder's Office.

¹⁹ Sanborn Insurance Company map of Salt Lake City, Sheet 86, 1926 and 1950.

²⁰ The rear section occasionally used a 758 South Temple address.

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Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Fernwood Candy and Ice Cream Company opened an outlet here in addition to their other Salt Lake City locations and operated here from 1964 to the early 1980s. A variety of restaurants and retail shops were located in the rear of the building in the last twenty years including Michelino's Restaurant, The Italian Place, and Floral Tapestry. The first floor of the entire building is being renovated as a federal historic preservation tax credit project in 2005-6 and the exterior is being rehabilitated.

Streamlined Moderne Style

The Streamlined Moderne Style was extensively used in commercial architecture throughout Europe and America to create a radical new look in remodeling existing shop fronts. It was part of the Modern movement and unlike other previous architectural styles, eschewed all historical references. Streamlined Moderne styling was influenced by industrial designers and has a sleek machine-inspired image. The style's horizontal emphasis was given to the Franklin Motor Car Company Building through the decorative horizontal metal banding trim, the polished steel fascia of the marquee, and the metal coping at the roofline. Other style elements found on the building are the multi-light windows with steel sash, the smooth stucco-covered wall surfaces, the lack of applied ornament on the wall surfaces and the glass block windows.

The style was popular in Utah in the 1930s through the early 1950s and used for all types of buildings, particularly commercial, although there are a number of extant residential examples as well. There are fifty-one documented Streamline Moderne commercial buildings in Utah with ten located in Salt Lake City. The Franklin Motor Car Company Building is the only known example of a Streamline Moderne building in the South Temple Historic District.

The Franklin Motor Car Company Building was considered a non-contributing building in the South Temple Historic District because the Streamlined Moderne alterations to its exterior were done in 1950, later than the period of significance (1847-1940) used in the 1978 district nomination. Also the Streamlined Moderne styling of the 1950 alterations was not yet fifty years old. The historic context of the nomination was primarily concerned with high-style residential, religious and social buildings. Commercial buildings were rarely mentioned in the written context except to note that they began to be constructed on South Temple Street after 1910. Now, in 2006, alterations made in 1950 are considered eligible for historic consideration.

National Register of Historic Places Continuation Sheet

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Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

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National Register of Historic Places Continuation Sheet

Section No. PHOTOS Page 1

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Common Label Information:

1. Franklin Motor Car Company Building,
2. Salt Lake City, Salt Lake County, Utah
3. Photographer: Beatrice Lufkin
4. Date: December 20005
5. Negative on file at Utah SHPO.

Photo No. 1:

6. East and north elevations of building. Camera facing southwest.



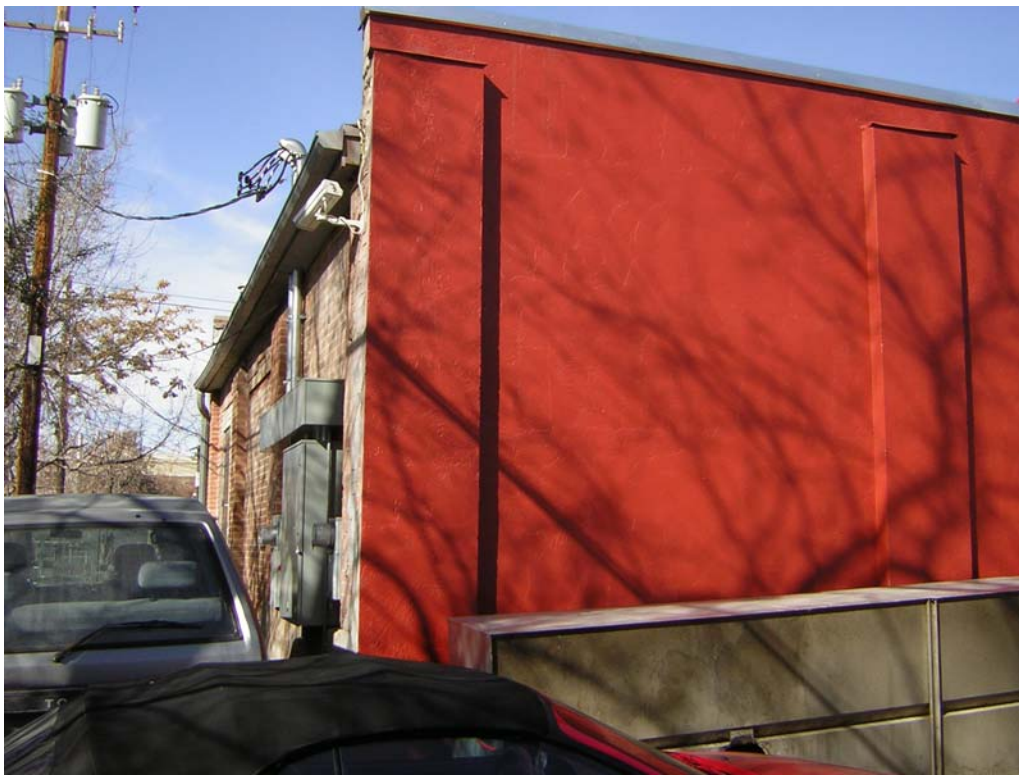
National Register of Historic Places Continuation Sheet

Section No. PHOTOS Page 2

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Photo No. 2:

6. South and east elevations of building. Camera facing northwest.



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Section No. PHOTOS Page 3

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Photo No. 3:

6. North and west elevations of building. Camera facing southeast.



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Section No. PHOTOS Page 4

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Photo No. 4:

6. North elevation of building. Camera facing south.



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Section No. PHOTOS Page 5

Franklin Motor Car Company Building, Salt Lake City, Salt Lake County, UT

Photo No. 5

6. Detail of metal awning. Camera facing northwest.

